

Readership Surveys

The K mart and other Connelly publications are written in the informative style of the Reader's Digest, Changing Times and other national magazines that are trusted as sources of information by millions of American families.

Most of the banks whom we serve as editors have tested the readership of their customer publications. All use a post card similar to the one shown on the right. The sample card here is for Rhode Island Hospital Trust, a \$560 million bank in Providence. The questionnaire card was originally designed by the marketing department of the National Bank of Detroit.